

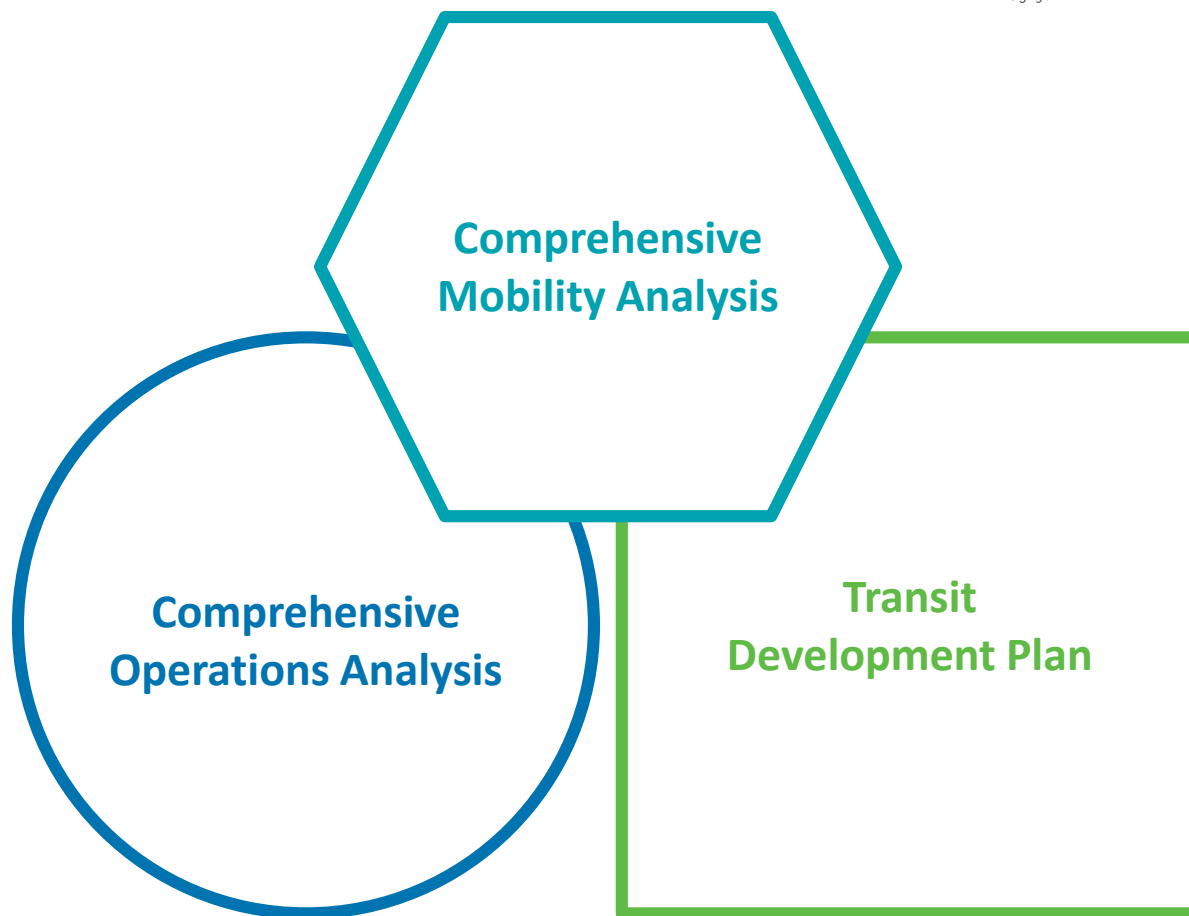
Collaborating for Comprehensive Transit Planning

RMTD Comprehensive Mobility Analysis



WHAT IS IT?

A hybrid of a traditional Comprehensive Operational Analysis and Transit Development Plan that emphasizes extensive community and stakeholder input in the transit development process



COLLABORATING FOR COMPREHENSIVE TRANSIT PLANNING

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1. Market Analysis

- Population
- Employment
- Demand Indices
- Travel Characteristics
- Infrastructure

3. Alternatives Analysis

- Feedback Analysis
- Short-Term Vision
- Long-Term Vision
- Recommendations
 - Organizational
 - Service

2. Service Evaluation

- Service Trend Analysis
- Peer Comparisons
- Public Input
- Stakeholder Feedback

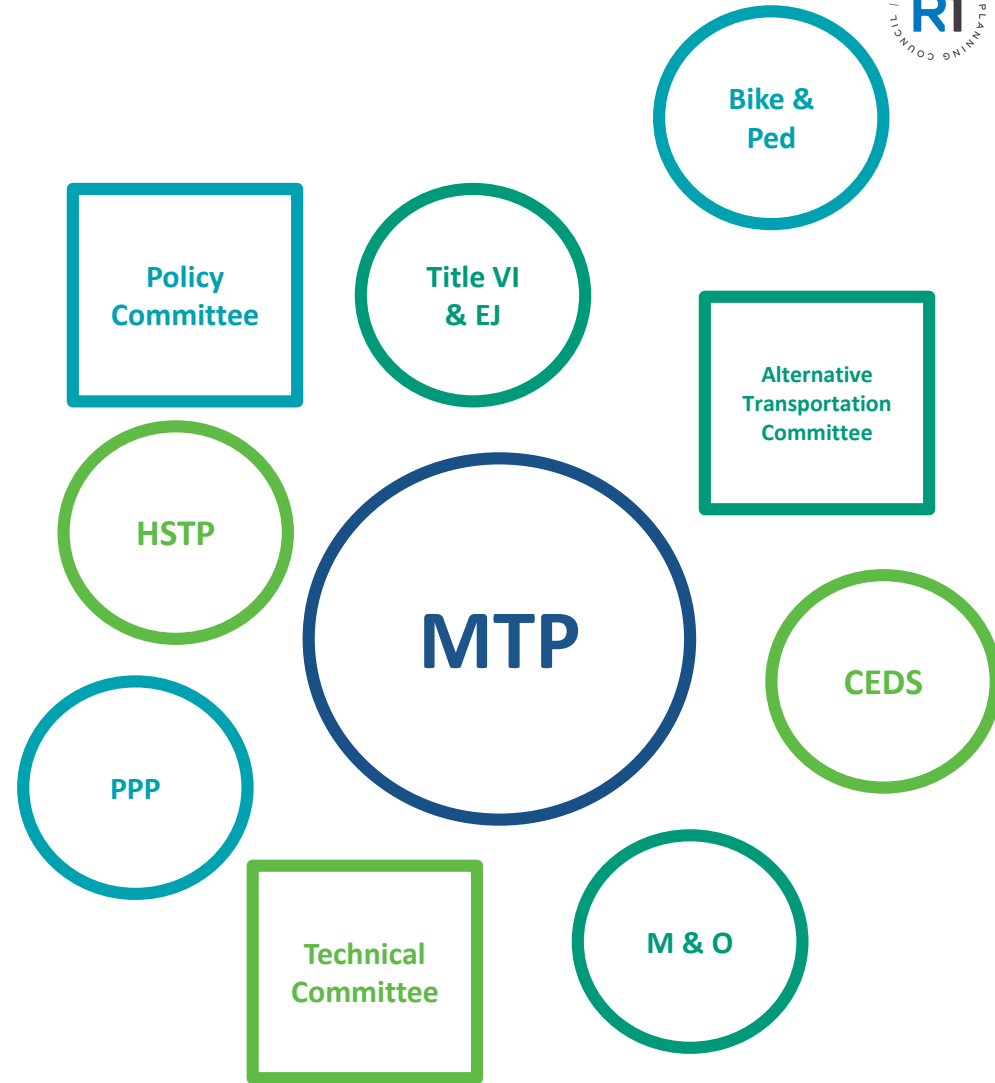
4. Implementation Plan

- Consultant Review
- Cost Estimation
- Scheduling
- Future Implementation



PARTNERSHIP WITH MPO PLANNING PROCESS

Collaborative work with the MPO leverages existing partnerships and data analyses, ensures consistency with regional planning initiatives, and establishes a working relationship to tackle implementation post-analysis.



HOW DOES THIS IMPACT EQUITY?

Short Term

- ✓ Leverages existing datasets that track Traditionally Underserved Populations (TUPs)
- ✓ Collective local knowledge available to target feedback opportunities

Long Term

- ✓ Increased regional buy-in with public and stakeholder participation
- ✓ Integration of planning processes keeps implementation priorities at the forefront

ROCKFORD MASS TRANSIT DISTRICT

19 Daily Fixed Routes (Monday – Saturday)

6 Weeknight Routes

5 Sunday Routes

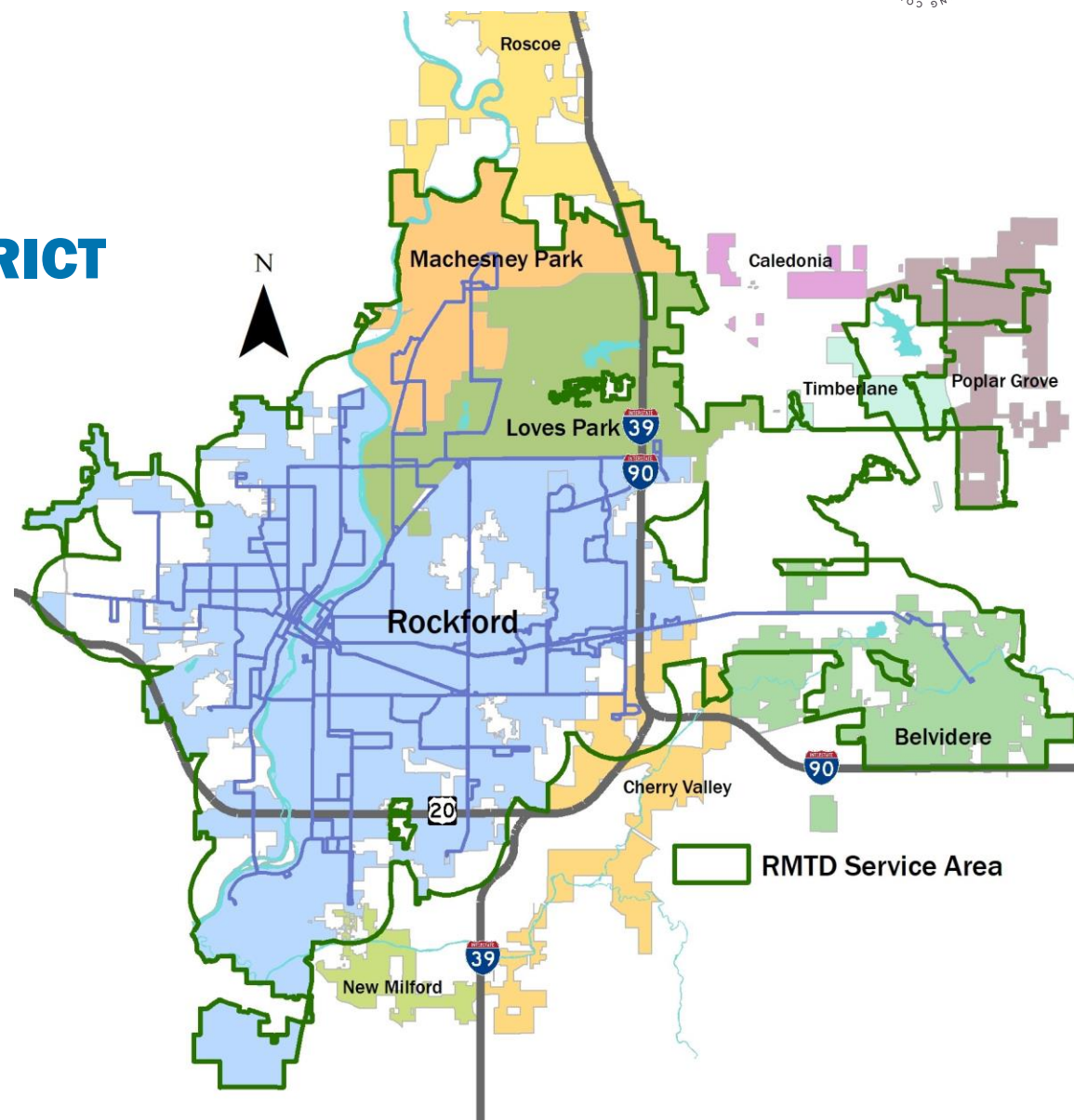
Approximately 1.6 Million Trips Annually

Demand-Response Service in Urbanized Boone County

Service Provider for Stateline Mass Transit District

Primary Service Area: 150 mi²

Primary Service Population: 250,000 +

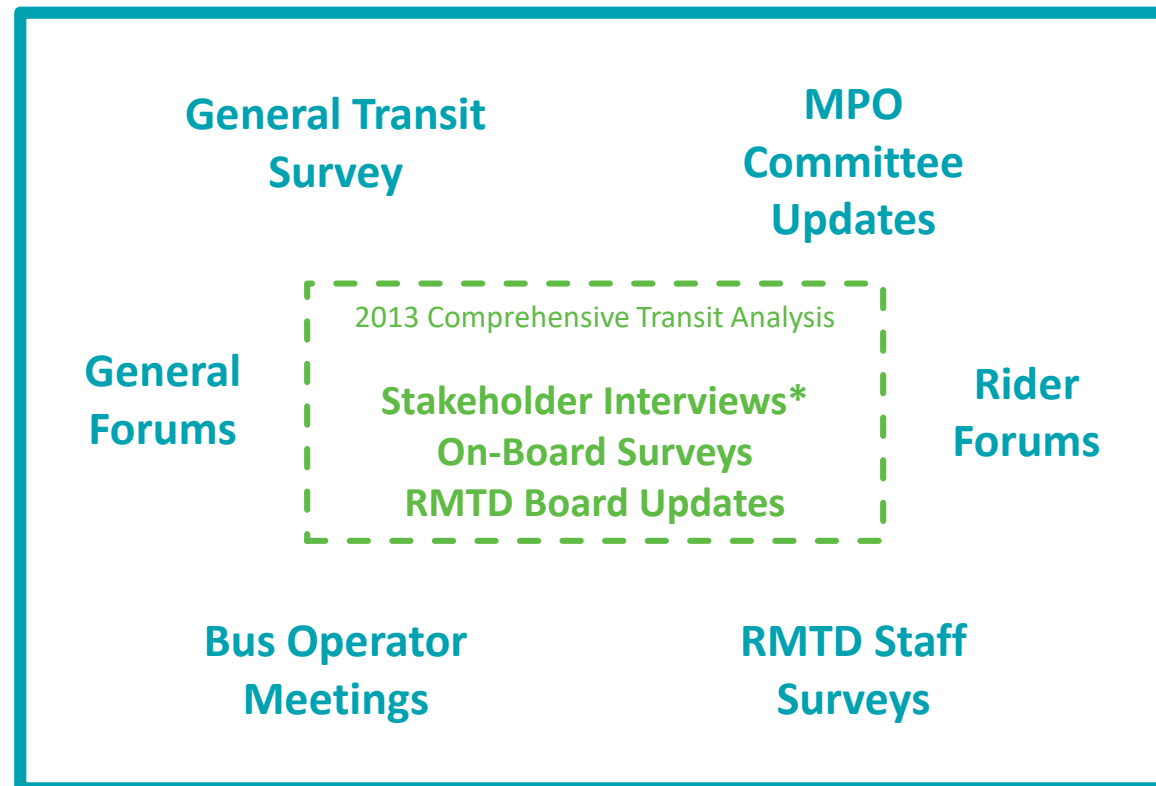


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FEEDBACK OPPORTUNITIES



FEEDBACK OPPORTUNITIES – THOSE IN THE KNOW

On-Board Survey and Forums

Staff performed a 1-on-1 survey distribution on fixed routes and transfer centers and held three forums focused on service needs from existing patrons

200+ surveys conducted spanning every route in RMTD's system

Over 30 individuals participated in guided discussions with the RMTD Project team

Staff Surveys / Operator Meetings

Seven-question general staff survey regarding service and operational feedback was distributed at RMTD's Health Fair, and achieved close to 50% completion.

Time was co-scheduled with mandatory bus operator training to obtain feedback about first-hand experiences and potential improvements

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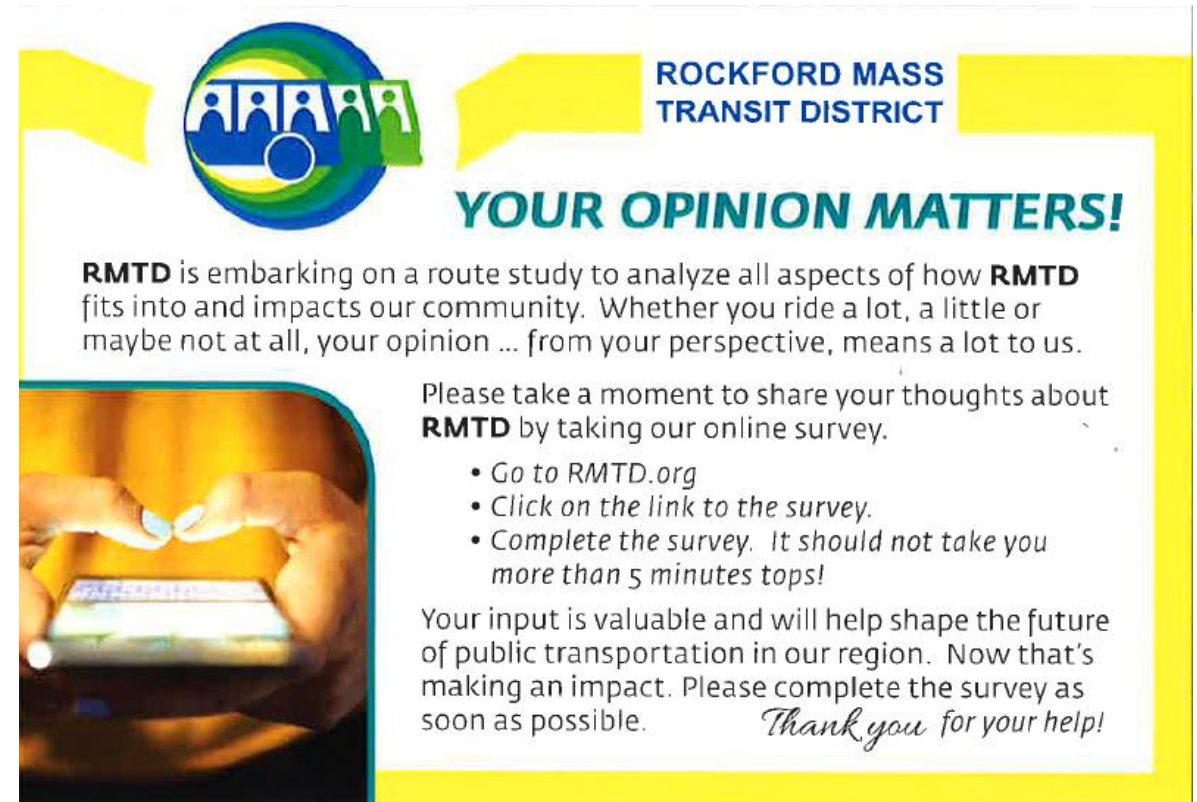
FEEDBACK OPPORTUNITIES – GENERAL PUBLIC

General Transit Survey and Forums

A General Transit Survey was distributed across organizational mailing lists, shared through regional social media pages, and a radio and print media campaign to obtain feedback from both existing and potential riders

Two general forums hosted by the Rockford Register Star provided exposure and increased community discussion regarding transit services

Over 400 survey responses were collected and 20+ participants attended the forums

A flyer for the Rockford Mass Transit District (RMTD) survey. At the top left is a circular logo with a stylized bus and people. To its right is the text 'ROCKFORD MASS TRANSIT DISTRICT'. Below the logo is the headline 'YOUR OPINION MATTERS!'. The main text reads: 'RMTD is embarking on a route study to analyze all aspects of how RMTD fits into and impacts our community. Whether you ride a lot, a little or maybe not at all, your opinion ... from your perspective, means a lot to us.' Below this is a photograph of hands holding a smartphone. To the right of the photo, it says: 'Please take a moment to share your thoughts about RMTD by taking our online survey.' followed by a bulleted list: '• Go to RMTD.org', '• Click on the link to the survey.', and '• Complete the survey. It should not take you more than 5 minutes tops!'. At the bottom right, it says: 'Your input is valuable and will help shape the future of public transportation in our region. Now that's making an impact. Please complete the survey as soon as possible. Thank you for your help!'

STAKEHOLDER INTERVIEWS

In addition to engaging the public, riders, and staff, extensive stakeholder outreach was initiated to help identify unique gaps for services, employment, and other needs.

Between an extended effort and the collaborative local approach described, the number of stakeholder organizations interviewed increased from 6 in 2013 to over 25.

The Comprehensive Mobility Analysis is also a standing item for update and comment at all RMTD Board of Trustees and MPO Policy, Technical, and Alternative Transportation Committee meetings.



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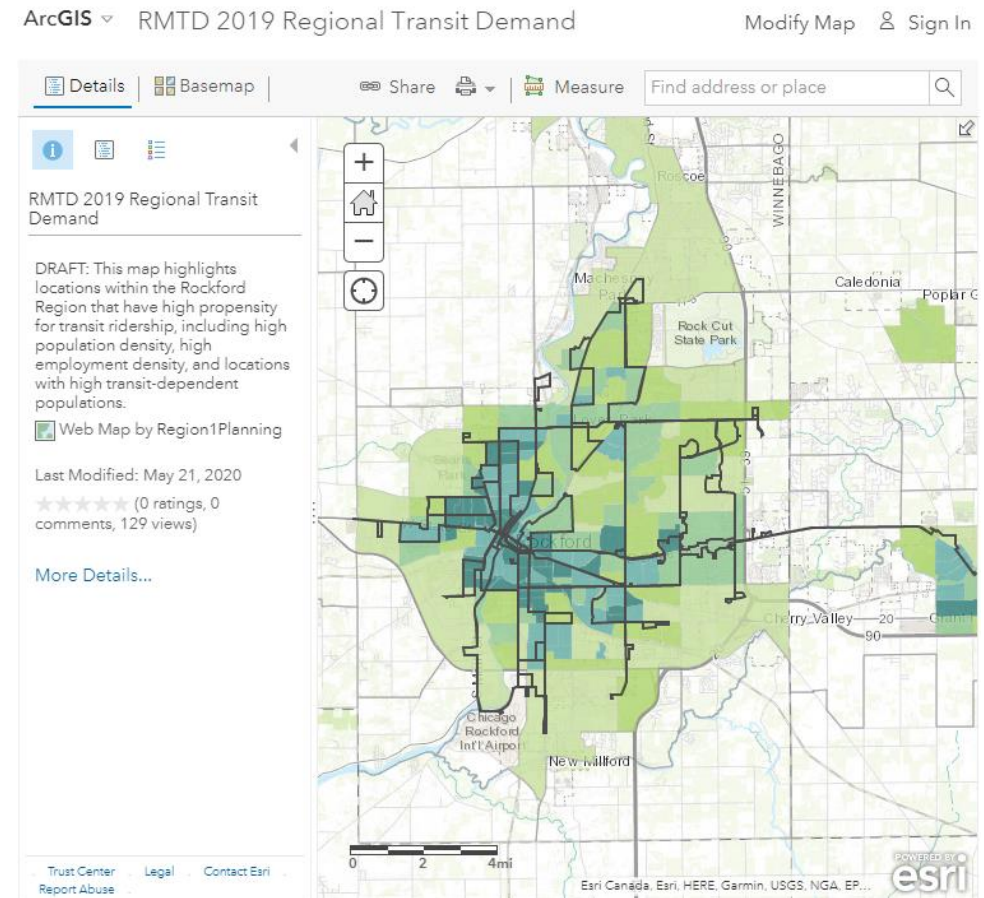
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DATA ANALYSIS – DEMAND POPULATION TOOLS

Interactive Tools

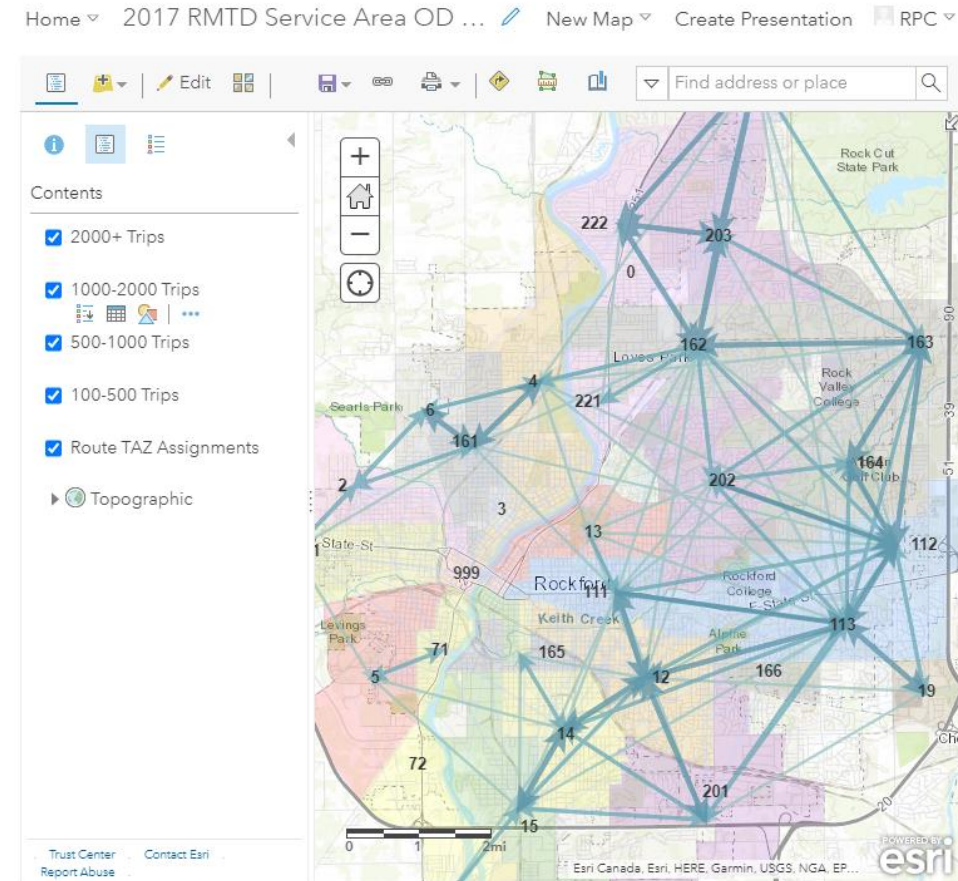
In the process of distilling demographic and employment data regarding TUPs, a series of dataset analyses were also incorporated into interactive web maps for future planning studies in addition to contemporary needs.



DATA ANALYSIS – ORIGIN-DESTINATION DATA

Innovative Technology

The analysis provided a practical application for new data tools acquired by the MPO. Concurrent to the residence and workplace identification for TUPS, Streetlight Data Analytics provided up-to-date origin-destination connections for a holistic evaluation of trip-making.



TAKEAWAYS

RMTD Comprehensive Mobility Analysis

The collaborative planning approach has...

...increased the regional exposure of a traditional development plan for TUPs and stakeholders.

...leveraged existing dataset tracking and local knowledge of TUPs.

...directly placed public transit development goals within continuous regional planning discussions.

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THANK YOU

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